

Message Text

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PAGE 01 TOKYO 13191 290826Z
ACTION EA-12

INFO OCT-01 EB-08 ISO-00 /021 W
-----095337 290827Z /10

R 290801Z AUG 77
FM AMEMBASSY TOKYO
TO USDOC WASHDC
INFO SECSTATE WASHDC 0599
AMEMBASSY TAIPEI
AMEMBASSY SINGAPORE

UNCLAS TOKYO 13191

FOR OIM/EISELT

TAIPEI FOR TCD POTHUISJE

SINGAPORE FOR TCD MOORE

E.O. 11652: N/A
TAGS: BEXP, JA
SUBJECT: CLOSE-OF-EXHIBITION REPORT: MULTI-FIRM BSP - '77
AMERICAN ELECTRONIC INSTRUMENTATION SHOW, AUG 24-26, 1977

1. EXHIBITION ORGANIZER: SECRETARIAT OFFICE, '77 AMERICAN ELECTRONIC
INSTRUMENTATION SHOW, CONSISTING OF NINE JAPANESE AGENTS

2. SALES: \$16,125,600
(A) ACTUAL DURING EVENT: \$455,600
(1) NTM: \$37,000
(2) OTM: \$418,600
(B) EXPECTED NEXT 12 MONTHS: \$15,670,000
(1) NTM: \$4,560,000
(2) OTM:# \$11,110,000
(C) LEADS OBTAINED: 1,702 (NTM-440; OTM-1,262)

3. REGISTERED VISITORS: 470 (491 HAND-COUNT)
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4. TOTAL EXHIBITORS: FIFTY-FOUR (NTM-21; OTM-33)

5. PRIMARY PARTICIPATION OBJECTIVE:
(A) FULLY ACHIEVED: THIRTY-THREE
(B) PARTIALLY ACHIEVED: TWENTY-ONE
(C) FAILED TO ACHIEVE: ZERO

6. U.S. EXHIBITORS WITH REP ATTENDING FROM U.S.: NONE

7. NARRATIVE:

THE RESULTS OF THIS MP/BSP HAVE REINFORCED OUR VIEWS REGARDING THE CONTINUED COMPETITIVENESS OF U.S. ELECTRONIC INSTRUMENTS IN THE JAPANESE MARKET AND THE DESIRABILITY OF HOLDING OFFICIAL EXHIBITIONS IN THIS PRODUCT THEME AT REGULAR INTERVALS. ALL FIFTY-FOUR PARTICIPATING U.S. FIRMS FULLY OR PARTIALLY ACHIEVED THEIR PRIMARY OBJECTIVES.

CONGRESSMAN ROBERT F. DRINAN, MEMBER OF THE HOUSE GOVERNMENT OPERATIONS COMMITTEE, WHO WAS VISITING TOKYO TO EXAMINE THE EFFECTIVENESS OF U.S. EMBASSY AND TRADE CENTER TRADE PROMOTION PROGRAMS, HAD AN OPPORTUNITY TO VISIT THE TRADE CENTER TO TOUR THE EXHIBITION AND DISCUSS THE OPERATIONS OF THE TC WITH THE STAFF AND JAPANESE AGENTS OF THE EXHIBITORS. HE WAS ACCOMPANIED BY TWO STAFF MEMBERS OF THE COMMITTEE, MR. PETER BARASH AND MR. RON KLEMPNER, AND MR. WILLIAM PRICE OF GAO.

THE MF-BSP EXHIBITION PLUS AN EXCELLENT LUNCHEON DISCUSSION WITH BUSINESSMEN AT THE ACCJ, DINNER DISCUSSION WITH EXHIBITORS' JAPANESE AGENTS AT E/C MINISTER'S HOME, MEETING WITH E/C SECTION AMERICAN OFFICERS AND FSL'S, AND INDIVIDUAL INTERVIEWS
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WITH FOUR JAPANESE AND FIVE AMERICAN TV VETERAN EXHIBITORS ALL COMBINED TO GIVE THE CODEL AN EFFECTIVE AND FAVORABLE REVIEW OF THE TTC AND OTHER EXPORT PROMOTION PROGRAMS. THESE LED TO THE COMMENT BY ONE CODEL MEMBER THAT QUOTE YOU CAN ONLY BENEFIT FROM OUR REPORT TO BE MADE UNQUOTE.
MANSFIELD

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Message Attributes

Automatic Decaptioning: X
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Subject: CLOSE-OF-EXHIBITION REPORT: MULTI-FIRM BSP - '77 AMERICAN ELECTRONIC INSTRUMENTATION SHOW, AUG 24-26, 1977
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